

UNIVERSITAS INTERNASIONAL BATAM

*Faculty of Economics
Department of Management
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IMPLEMENTATION OF MARKETING USING DIGITAL PLATFORM TO INCREASE THE SALES OF TOKO CAHAYA LAUT

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ABSTRACT

This internship is carried out with the aim of increasing sales growth from Toko Cahaya Laut which located at Ruko Pasar Tos 3000 No.1 Batam and to respond the challenges regarding the use of technology developments, especially in the field of communication and information that is applied in the business world. This job training is carried out within 3 months starting from October 2019 until December 2019.

Data obtained in working on this internship comes from interviews conducted directly by the author with the shop owner at Toko Cahaya Laut and by making direct observations to the field for identify problems that occur and how to solve them appropriately. From interviews and observations conducted, the authors have identified several problems that occur in the store, namely the absence of utilization digital platform and social media in conducting promotions and sales, so the author advises the store owner to implement a system of promotion through Instagram and sales through Tokopedia and Bukalapak.

With this application, shop owners realize that the importance of using internet technology, especially Instagram, Tokopedia and Bukalapak, which has been proven to have helped increase their sales turnover by up to 10% from before.

Keywords: Toko Cahaya Laut, social media, digital platform